



KSHB-TV

ORDER

Flight Dates 11/03/12-11/06/12

Contract / Revision 316726 /
Original Date / Revision 11/02/12 11/02/12

Advertiser Majority PAC

Agency Waterfront Strategies

Buying Contact

1010 Wisconsin Avenue NW - Suite
Washington, DC 20007

Product Senate Majority Pac

Agency Com 15%

Billing Contact

1010 Wisconsin Avenue NW - Suite
Washington, DC 20007

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:30:00

Estimate # SMP Add

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL ISS

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Tara Washburn

| Account Executive | Order% | Start Date | End Date |
|-------------------|--------|------------|----------|
| Tara Washburn | 100% | | |

Order Share % Market Value

| Competing Station | % of Order | Amount |
|-------------------|------------|--------|
| CABLE | % | |
| KCPT | % | |
| KCTV | % | |
| KCWE | % | |
| KMBC | % | |
| KMCI | % | |
| KPXE | % | |
| KSMO | % | |
| UNKWN | 100% | |
| WDAF | % | |

Order Totals

Billing Plan

| Month | # of Spots | Net Amount | Gross Amount | Rating | Start Date | End Date | # Spots | Net Amount | Gross Amount |
|---------------|------------|-------------|--------------|--------|------------|----------|---------|-------------|--------------|
| November 2012 | 20 | \$25,500.00 | \$30,000.00 | 0.00 | 10/29/12 | 11/06/12 | 20 | \$25,500.00 | \$30,000.00 |
| Totals | 20 | \$25,500.00 | \$30,000.00 | 0.00 | | | | | |

| | | | | | | | | | | | | | Totals | |
|-------|------|-------------------|-----------------|--------------------------------|-------|----------------|-------------------|-----|-------------|------------|---------------|----------|--------|------------|
| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg Type | Spots | Amount |
| N 1 | KSHB | 11/03/12 | 11/04/12 | Sa Today Show Sa Today Show | CM | 6-8a | -----S- | :30 | 1 | \$300.00 | P-1 | 0.00 NM | 1 | \$300.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -----S- | | | 1 | | \$300.00 | | 0.00 | | | |
| N 2 | KSHB | 11/03/12 | 11/04/12 | Sa 8-10a Sa 8-10am | CM | 8a-10a | -----S- | :30 | 1 | \$300.00 | P-1 | 0.00 NM | 1 | \$300.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -----S- | | | 1 | | \$300.00 | | 0.00 | | | |
| N 3 | KSHB | 11/03/12 | 11/04/12 | Notre Dame Notre Dame | CM | Notre Dame | -----S- | :30 | 1 | \$1,500.00 | FX | 0.00 NM | 1 | \$1,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -----S- | | | 1 | | \$1,500.00 | | 0.00 | | | |



KSHB-TV

Print Date: 11/02/12

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Contract / Revision **316726** Flight Dates **11/03/12-11/06/12**

Hiatus Dates

Original Date / Revision 11/02/12/ 11/02/12

Order Sep 00:30:00

Advertiser **Majority PAC**

Product **Senate Majority Pac**

Estimate # **SMP Add**

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Totals | |
|-------|------|-------------------|-----------------|--|-------|------------------|---------|-----|-------------------|-------------|-----|---------------|------|--------|------------|
| | | | | | | | | | | | | | | Spots | Amount |
| N 4 | KSHB | 11/03/12 | 11/04/12 | NBC Action News at 6p Sa 6-630p | CM | 6-630p | -----S- | :30 | 1 | \$750.00 | FX | 0.00 | NM | 1 | \$750.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -----S- | | | | | 1 | \$750.00 | | 0.00 | | | |
| N 5 | KSHB | 11/03/12 | 11/04/12 | NBC Saturday Prime NBC Saturday Prime | CM | 7-10p | -----S- | :30 | 1 | \$750.00 | P-1 | 0.00 | NM | 1 | \$750.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -----S- | | | | | 1 | \$750.00 | | 0.00 | | | |
| N 6 | KSHB | 11/03/12 | 11/04/12 | Su Today Show Su Today Show | CM | 7-8a | -----S | :30 | 1 | \$400.00 | FX | 0.00 | NM | 1 | \$400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -----S | | | | | 1 | \$400.00 | | 0.00 | | | |
| N 7 | KSHB | 11/03/12 | 11/04/12 | Sun 8-9a Sun 8-9a | CM | 8-9a | -----S | :30 | 1 | \$400.00 | FX | 0.00 | NM | 1 | \$400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -----S | | | | | 1 | \$400.00 | | 0.00 | | | |
| N 8 | KSHB | 11/03/12 | 11/04/12 | NFL Game NFL Game | CM | 7-1030p NFL Game | -----S | :30 | 1 | \$7,500.00 | P-1 | 0.00 | NM | 1 | \$7,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -----S | | | | | 1 | \$7,500.00 | | 0.00 | | | |
| N 9 | KSHB | 11/03/12 | 11/04/12 | Su Late News Late News Su | CM | Late News Su | -----S | :30 | 1 | \$1,200.00 | P-1 | 0.00 | NM | 1 | \$1,200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -----S | | | | | 1 | \$1,200.00 | | 0.00 | | | |
| N 10 | KSHB | 11/05/12 | 11/06/12 | M-F 430a-5a M-F 430a-5a | CM | 430a-5a | MT----- | :30 | 1 | \$50.00 | P-1 | 0.00 | NM | 1 | \$50.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 11/05/12 | 11/11/12 | MT----- | | | | | 1 | \$50.00 | | 0.00 | | | |
| N 12 | KSHB | 11/05/12 | 11/06/12 | NBC Action News at 6a NBC Action News at 6a | CM | 6-7a | MT----- | :30 | 1 | \$750.00 | FX | 0.00 | NM | 1 | \$750.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 11/05/12 | 11/11/12 | MT----- | | | | | 1 | \$750.00 | | 0.00 | | | |
| N 13 | KSHB | 11/05/12 | 11/06/12 | Today Show Today Show | CM | 7-9a | MT----- | :30 | 1 | \$950.00 | FX | 0.00 | NM | 1 | \$950.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 11/05/12 | 11/11/12 | MT----- | | | | | 1 | \$950.00 | | 0.00 | | | |
| N 14 | KSHB | 11/05/12 | 11/06/12 | Today Show II Today Show II | CM | 9-10a | MT----- | :30 | 1 | \$500.00 | FX | 0.00 | NM | 1 | \$500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 11/05/12 | 11/11/12 | MT----- | | | | | 1 | \$500.00 | | 0.00 | | | |
| N 15 | KSHB | 11/05/12 | 11/06/12 | M-F 10-11a M-F 10-11a | CM | 10-11a | MT----- | :30 | 1 | \$200.00 | P-2 | 0.00 | NM | 1 | \$200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 11/05/12 | 11/11/12 | MT----- | | | | | 1 | \$200.00 | | 0.00 | | | |
| N 16 | KSHB | 11/05/12 | 11/06/12 | M-F 11a-12p M-F 11a-12p | CM | 11a-12p | MT----- | :30 | 1 | \$200.00 | P-2 | 0.00 | NM | 1 | \$200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 11/05/12 | 11/11/12 | MT----- | | | | | 1 | \$200.00 | | 0.00 | | | |
| N 17 | KSHB | 11/05/12 | 11/06/12 | M-F 3-4p Jeff Probst show | CM | 3-4p | MT----- | :30 | 1 | \$250.00 | P-2 | 0.00 | NM | 1 | \$250.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 11/05/12 | 11/11/12 | MT----- | | | | | 1 | \$250.00 | | 0.00 | | | |



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Contract / Revision **316726** Flight Dates **11/03/12-11/06/12**

Hiatus Dates

Original Date / Revision 11/02/12/ 11/02/12

Order Sep 00:30:00

Advertiser **Majority PAC**

Product **Senate Majority Pac**

Estimate # **SMP Add**

| | | | | | | | | | | | | | | Totals | |
|--------|------|-------------------|-----------------|----------------------------------|-------|----------------|---------|-----|-------------------|-------------|-----|---------------|------|--------|-------------|
| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
| N 17 | KSHB | 11/05/12 | 11/06/12 | M-F 3-4p Jeff Probst show | CM | 3-4p | MT----- | :30 | 1 | \$250.00 | P-2 | 0.00 | NM | 1 | \$250.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 11/05/12 | 11/11/12 | MT----- | | | | | 1 | \$250.00 | | 0.00 | | | |
| N 18 | KSHB | 11/05/12 | 11/06/12 | M-F 630-7p M-F 630-7p | CM | 630-7p | M----- | :30 | 1 | \$1,500.00 | P-2 | 0.00 | NM | 1 | \$1,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 11/05/12 | 11/11/12 | M----- | | | | | 1 | \$1,500.00 | | 0.00 | | | |
| N 19 | KSHB | 11/05/12 | 11/06/12 | Mon 7-9p Mon 7-9p | CM | 7-9p | M----- | :30 | 1 | \$7,500.00 | FX | 0.00 | NM | 1 | \$7,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 11/05/12 | 11/11/12 | M----- | | | | | 1 | \$7,500.00 | | 0.00 | | | |
| N 20 | KSHB | 11/05/12 | 11/06/12 | Monday Prime C Monday Prime C | CM | 9-10p | M----- | :30 | 1 | \$2,500.00 | FX | 0.00 | NM | 1 | \$2,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 11/05/12 | 11/11/12 | M----- | | | | | 1 | \$2,500.00 | | 0.00 | | | |
| N 21 | KSHB | 11/05/12 | 11/06/12 | M-F Late News M-F Late News | CM | 10-1035p | M----- | :30 | 1 | \$2,500.00 | FX | 0.00 | NM | 1 | \$2,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 11/05/12 | 11/11/12 | M----- | | | | | 1 | \$2,500.00 | | 0.00 | | | |
| Totals | | | | | | | | | | | | | | 20 | \$30,000.00 |